



CREDIT VALLEY
THE CREDIT VALLEY HOSPITAL FOUNDATION



The Roots of Our Community
A Guide to Your Community Event

Community Events

The Credit Valley Hospital Foundation is honored to be the charitable recipient of your fundraising event.

A community event is any fundraising event that benefits The Credit Valley Hospital and is created, executed and managed by an individual or group external to The Credit Valley Hospital Foundation.

You Could Organize A:

- ✓ Golf, Curling, Bowling, Baseball Tournament
- ✓ Dinner and Dance
- ✓ Live or Silent Auction
- ✓ Sailing Regatta
- ✓ Business or School Casual Day
- ✓ Bake Sale or BBQ
- ✓ Walk-a-thon, Dance-a-thon, etc.
- ✓ Superbowl Party or Fashion Show



The Foundation's Role

- Provide advice on planning your event
- Provide staff or volunteers to attend your event or cheque presentation
- Promote your event through our website, newsletter, and email messages to hospital staff
- Distribute your brochures at our Foundation kiosk in the lobby
- Lend you materials you may need such as a Credit Valley banner, a presentation cheques, and donation box
- Provide a letter of endorsement to validate your event
- We may allow use of our logo for your event. However the Foundation must approve all materials with our logo before you print



Ten Steps to Successful Community Events

One: Decide what type of event is right for you
Brainstorm with friends, family, co-workers. Think of who will most likely attend your event. Who is your target audience?

Two: Set your fundraising goal
Outline a realistic budget considering all expenses associated with running your event. Expenses do take away from your donation. Will you get sponsorship to cover some event expenses?

Three: Set a date
Take into consideration how much time you need to plan your event. Schedule your event on a date and time that your target audience will be available. Remember, holidays can prevent people from attending your event.

Four: Submit your event agreement form
Contact the Foundation and submit your form and we will promptly add your event to our event calendar on our website www.cvhfoundation.ca

Five: Form a committee
It takes a lot of time and effort to plan an event of any size. Form a committee of hard working, trustworthy, dedicated volunteers who will be able to help you every step of the way.

Six: Promote your event
Promotion is the key to success. Flyers, posters, brochures, invitations, tickets and email are all great promotional tools.

Seven: Event Checklist
Create a timeline of when things need to be completed. Create your checklist and assign duties to your committee members.

Eight: Make your donation
Please submit all funds that you raised to the Foundation within 30 days of your event. The Foundation will set up a photo opportunity for your cheque presentation.

Nine: Say "thank you"
This is the number one thing to remember. Acknowledge everyone who assisted you in the planning process, volunteered, donated and attended your event. Let them know how much was raised. Saying thank you keeps the door open for your next fundraising event.

Ten: Evaluate your event
After it is all over take some time to look back on what worked and what did not work. Next time you will know what you may want to change to make the process more efficient.



Become a Roots of Our Community Member

Roots of Our Community members are community event organizers who raise a minimum of \$5,000 in two years or \$15,000 in one year. Each year we recognize the Roots of Our Community members at an annual luncheon and present them with recognition plaques, as well as place their organization's name on our Roots of Our Community donor recognition wall. Year after year it is so pleasing to see many of the same members coming back to support The Credit Valley Hospital.

What's Next?

Fill out the Roots of Our Community Event Agreement and fax it to 905.813.4334. We will ensure your event will be accurately promoted through The Credit Valley Hospital Foundation's publications and website.

For more information about organizing your event, please contact Ashlee Sorochan, Development Coordinator, Community Events at 905.813.1100 Ext. 5993 or by email at asorochan@cvh.on.ca.



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